



**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA**

**2023 YEAR**



30.01.2024  
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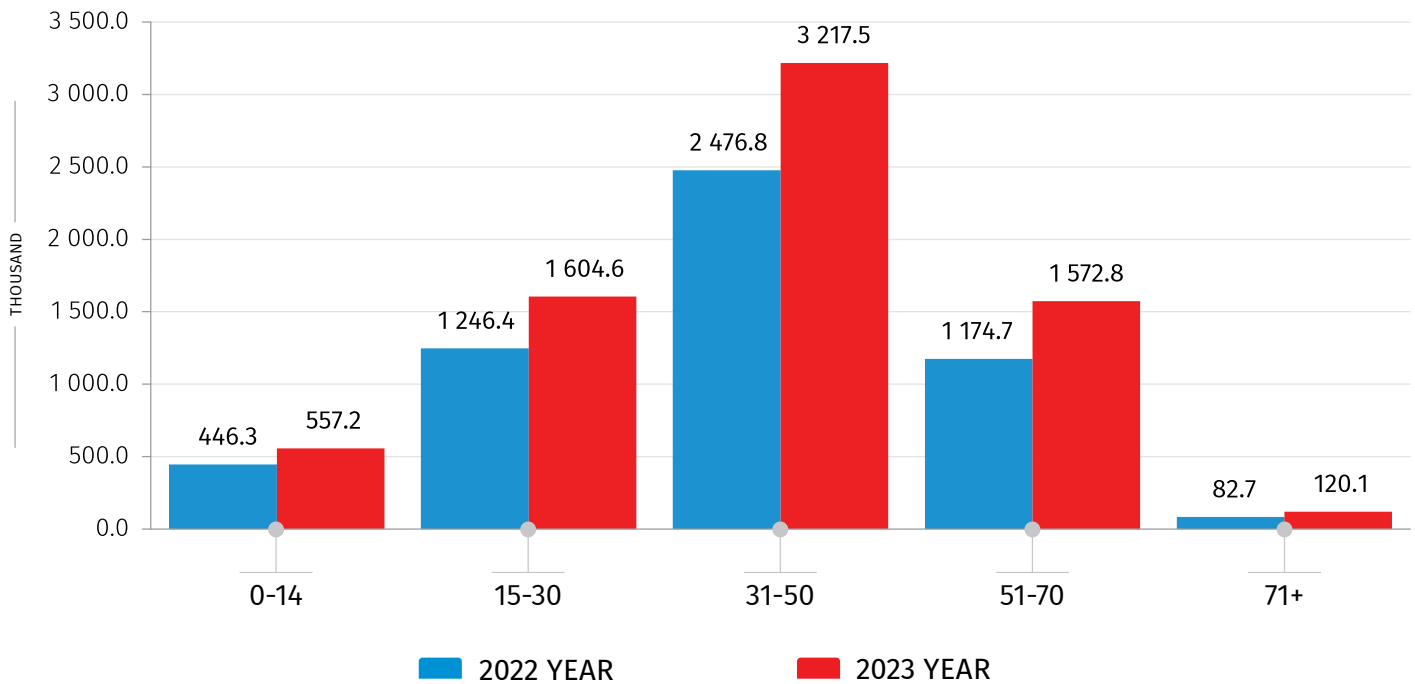
INBOUND TOURISM STATISTICS

(2023 YEAR)

In 2023 year the number of arrivals of international non-resident travellers in the territory of Georgia equaled 7.1 million, which is 30.3 percent higher compared to the data of previous year. Most of the incomes, 45.5 percent, were made by travellers of 31-50 age group.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS  
BY THE AGE GROUPS IN 2022-2023 YEARS



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned number made up 6.2 million, which is 31.2 percent higher compared to the data of 2022.

<sup>1</sup>According to the World Tourism Organization, a **traveller** is someone who moves between different geographic locations, for any purpose and any duration.

<sup>2</sup>**Visit** is a movement of visitors

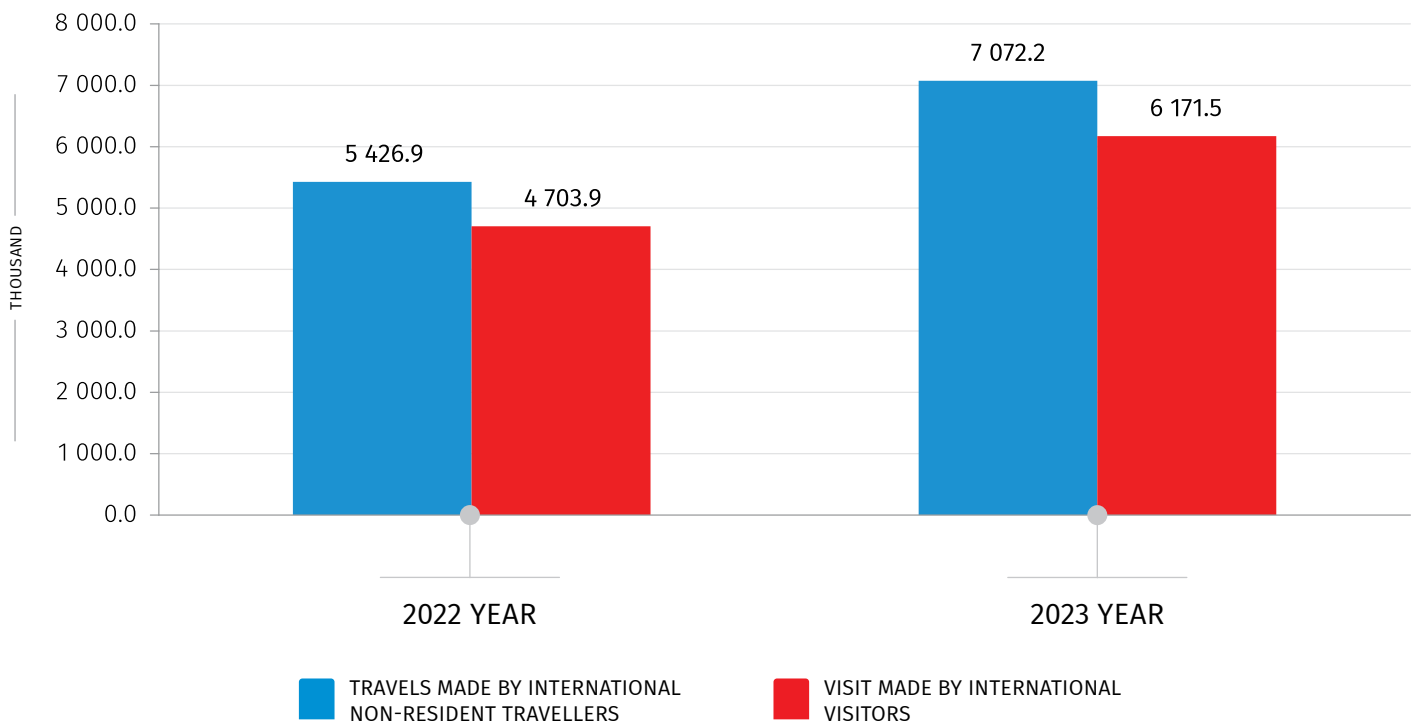
<sup>3</sup>**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who frequently cross borders).

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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in 2022-2023 years.

CHART №2

**NUMBER OF THE TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN 2022-2023 YEARS**



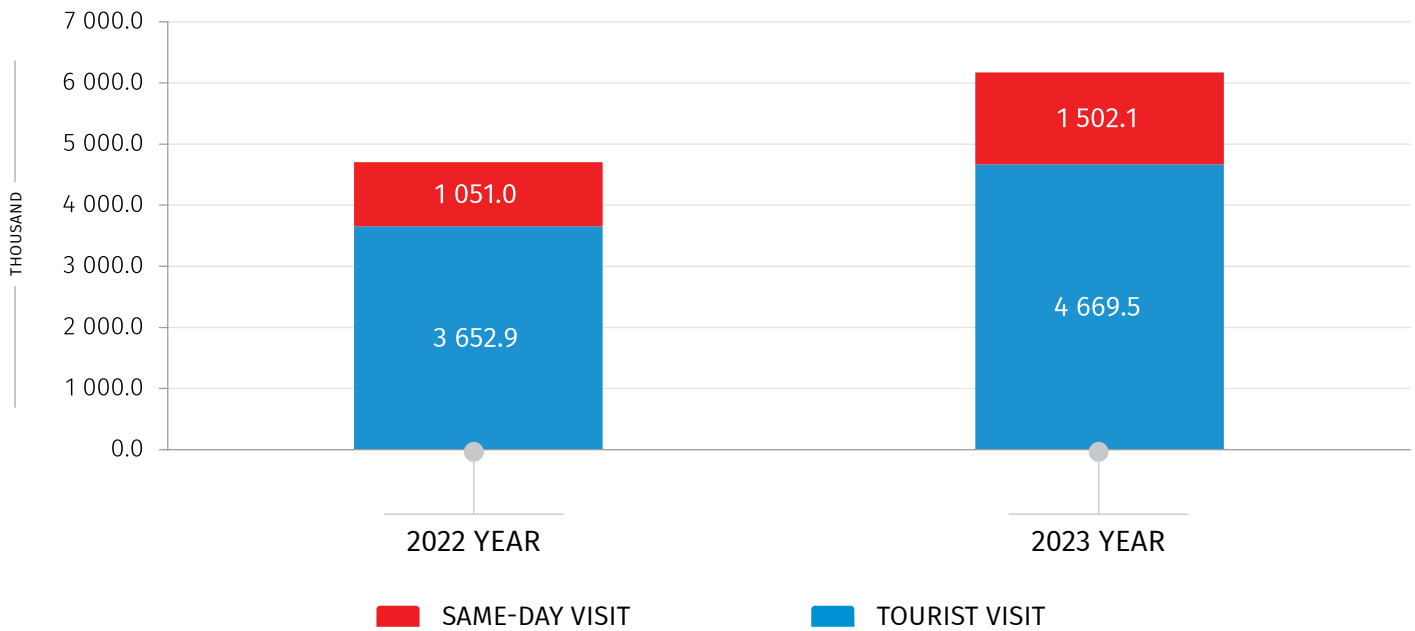
In 2023 the number of international visitors equaled to 5.1 million that is 30.9 percent higher compared to the data of previous year.

In the reporting period, international visitors have made 4.7 million tourist-type visits, which is 27.8 percent higher compared to the data of previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE TYPE OF VISIT IN 2022-2023 YEARS**



75.2 percent of international visitors were only tourists<sup>4</sup>. The share of excursionists<sup>5</sup> amounted to 20.8 percent, while 3.9 percent of visitors were both tourists and same-day visitors.

TABLE №1

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS  
BY THE TYPE OF VISITOR IN 2022-2023 YEARS, THOUSAND**

	2022 YEAR	2023 YEAR
Only Tourist	3 045.6	3 866.0
Only Same-day Visitor	733.0	1 069.2
Both	146.8	202.6
<b>TOTAL</b>	<b>3 925.4</b>	<b>5 137.8</b>

<sup>4</sup> **Tourist** is a visitor whose trip includes an overnight stay in Georgia.

<sup>5</sup> **Excursionist (same-day visitor)** is a visitor whose trip does not include an overnight stay in Georgia.

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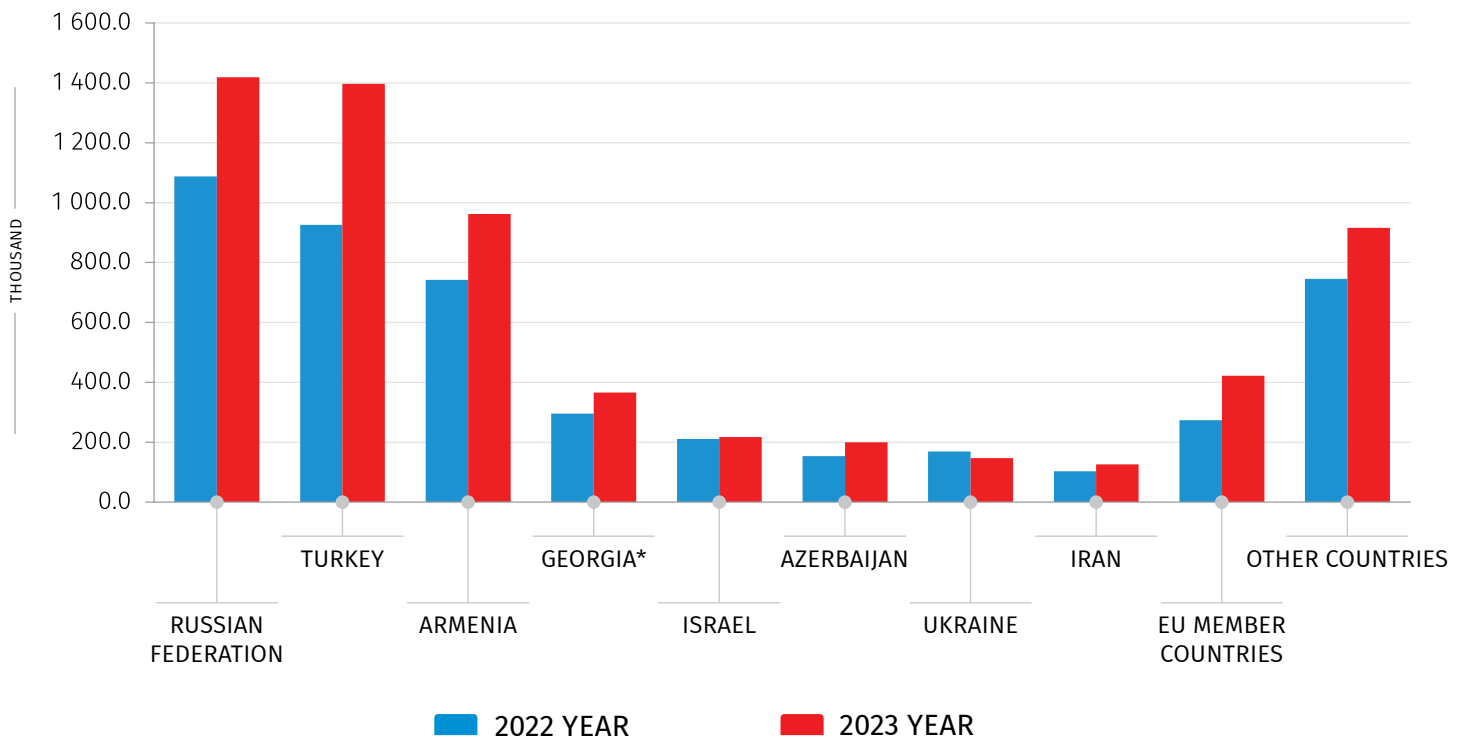
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In 2023 the largest number of visitors (1.2 million visitors) was from Russian Federation, which amounts to 23.2 percent of total number of visitors. On second place is Turkey with 21.4% share and on third place – Armenia with 13.5% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (1.42 million), Turkey (1.40 million) and Armenia (962.5 thousand).

CHART №4

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE COUNTRY OF CITIZENSHIP IN 2022-2023 YEARS**



\*Georgian citizens who remain the residents of other country

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The majority of visitors (47.8 percent) belonged to the age group of 31-50 years. The number of women equaled to 40.4 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS  
BY THE AGE GROUPS IN 2023 YEAR**

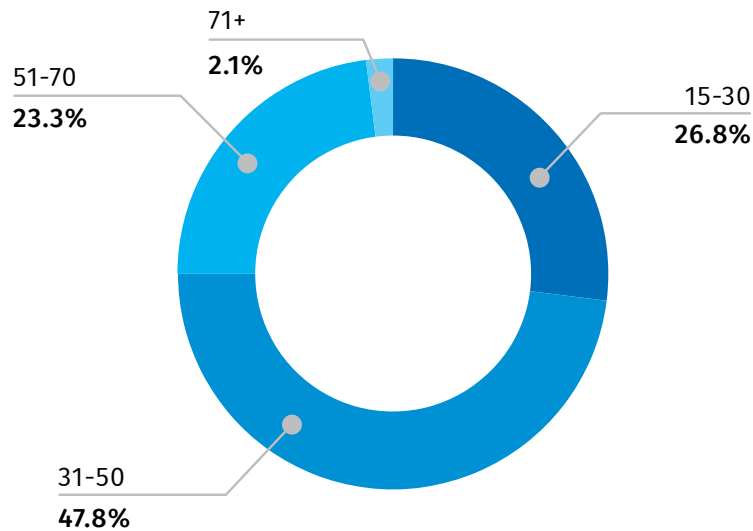


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS  
BY GENDER IN 2023 YEAR, THOUSAND**

	NUMBER OF VISITORS	%
Male	3 063.8	59.6
Female	2 074.0	40.4
<b>TOTAL</b>	<b>5 137.8</b>	<b>100.0</b>

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In 2023 the purpose of the majority of visits (52.3 percent) was holiday, leisure and recreation.

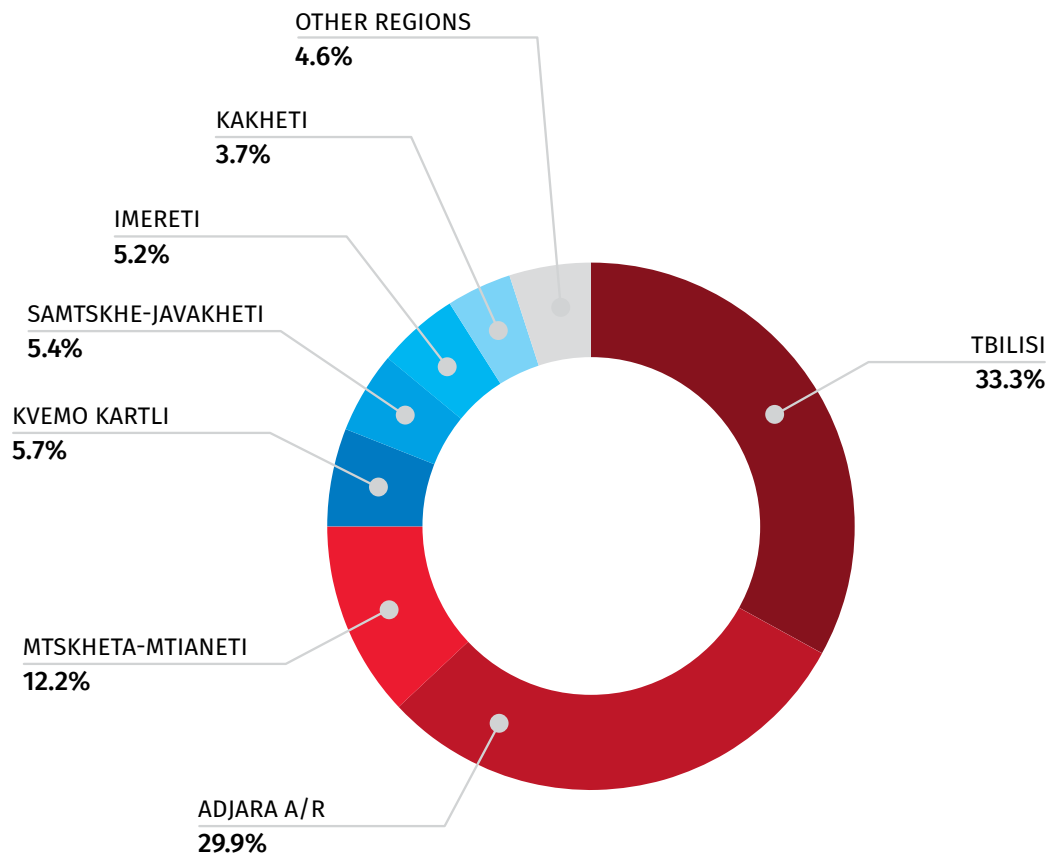
TABLE №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE MAIN PURPOSE OF THE VISIT IN 2023 YEAR, THOUSAND**

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	3 228.9	52.3
Visiting friends/relatives	1 257.9	20.4
Transit to other country	789.1	12.8
Business or Professional	418.9	6.8
Shopping	330.8	5.4
Health and Medical Care	28.9	0.5
Other	117.0	1.9
<b>TOTAL</b>	<b>6 171.5</b>	<b>100.0</b>

The majority of visits comes on Tbilisi and Adjara A/R, 3.0 million and 2.7 million accordingly. The chart below illustrates the distribution of visits by the visited regions.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE VISITED REGIONS IN 2023 YEAR**



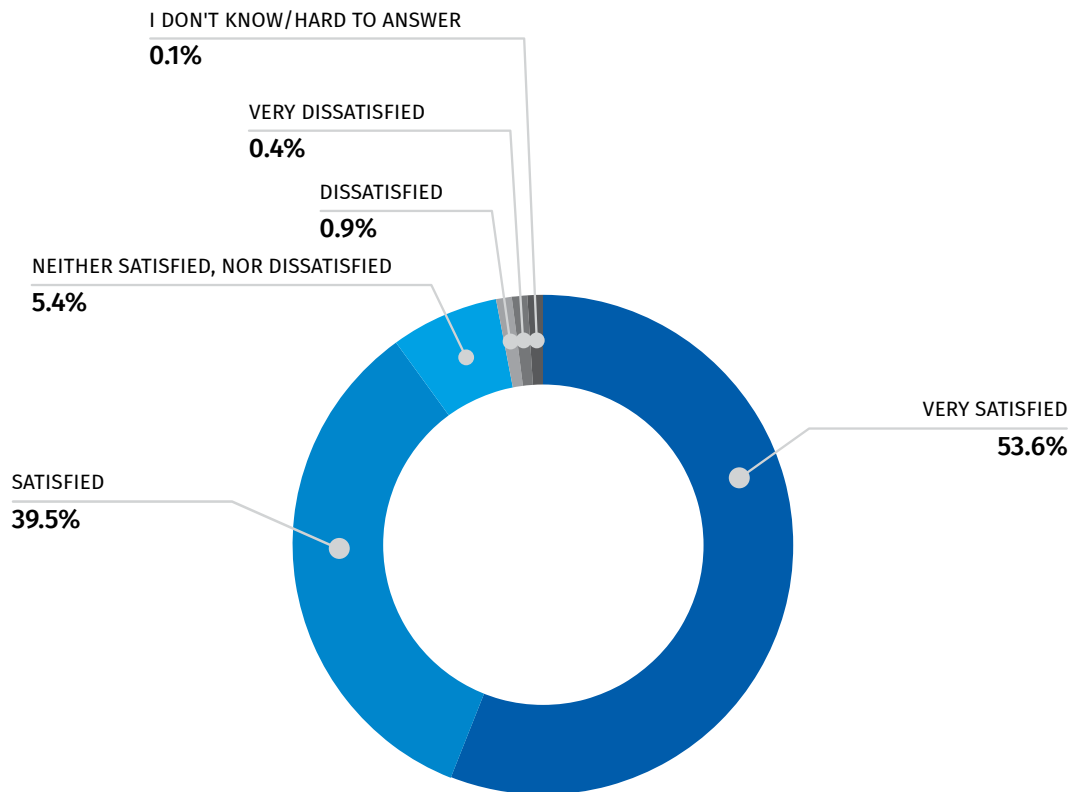
In 2023 the average number of nights spent during the visits equaled to 5.4 nights, which is 13.6 percent lower than the figure indicated in 2022 (6.2 nights). 72.8 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in 2023.



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CHART №7

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE SATISFACTION LEVEL IN 2023 YEAR**



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The expenditures during the visits made in 2023 equaled to 12.9 billion GEL, which is 20.5 percent higher compared to the data of previous year. Average expenditure on the visit decreased by 8.1 percent compared to 2022 year and amounted to 2 097.4 GEL.

TABLE №4

### DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES IN 2023 YEAR

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	4 712.9	36.4	763.6
Shopping	3 026.0	23.4	490.3
Foods and drinks	2 797.5	21.6	453.3
Holiday, leisure, recreation, cultural and sporting activities	1 300.9	10.0	210.8
Local transport	943.4	7.3	152.9
Other expenditure	163.7	1.3	26.5
<b>TOTAL EXPENDITURE</b>	<b>12 944.4</b>	<b>100.0</b>	<b>2 097.4</b>

**NOTICE:** The discrepancy between the totals and the sum in some cases can be explained by using rounded data.

National Statistics Office of Georgia

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